

Salisbury Parks and Recreation Program Proposal Requirements

Thank you for your interest in partnering with Salisbury Parks and Recreation to provide quality recreational choices for our community. This proposal form is used to determine if and how we can best partner together to provide programs and services.

Overview

The City of Salisbury Parks and Recreation will receive Program Proposals (and supporting information), from individuals/agencies/organizations wishing to provide Recreational or Instructional Programs.

Program Submission Deadline

Proposals must be complete and received no later than seasonal submission deadline. This will allow the administrative staff the necessary time to review program, market the activity, and allow ample time for participants to register for the program. Proposals received after the deadline shall not be reviewed until the following seasonal rotation.

- Winter (Jan-Apr) Proposals due October 14
- Summer (May-Aug) Proposals due February 14
- Fall (Sep-Dec) Proposals due June 14

Specifications

Proposals may offer to provide specific or varied recreational/instructional programs that are consistent with the general nature and mission of the City of Salisbury's public park and recreation offering.

- Proposals are encouraged, but not limited to the leisure activity areas of youth and adult athletics, wellness and exercise, art instruction, education, personal development, cultural and performing arts, and other related areas that are acceptable as public park and recreation offerings.
- Proposals can be similar to or different from current programs offered.
- Proposals must demonstrate a reasonable price and value for the public park and recreation offering.
- **Proposals must not rely solely on the City of Salisbury to provide financial support.** The City of Salisbury may assist in providing administrative support, including facility scheduling (rental fees to be included in Proposal budget), advertising, conducting registrations, etc. **The individual or agency submitting the proposal should be contributing to the project and not relying on the City or program fees to pay all of the expenses.**
- The program provider must be at least 18 years of age and have at least one year of experience directly related to the program idea they wish to implement. A background check and drug screen is required prior to the implementation of your program idea.
- Recreational/Instructional programs must utilize a City of Salisbury Parks and Recreation owned or leased park or facility.
- The City of Salisbury makes no warranty, or guarantee of success, of any recreational/

instructional program operated as a result of a partnership made pursuant to this Proposal.

- The City of Salisbury will not approve any proposal or a part of any proposal if it is contrary to laws, statutes, ordinances, policies, or procedures of the City of Salisbury. It is within the discretion of the City of Salisbury to deny proposals that are not in the best interest of the citizens of Salisbury.

Program Registration and Waivers

The Parks and Recreation Department performs all program registrations. Participants must pay in full at the time of registration. Participants may be required to sign waivers at the time of registrations that release the City of Salisbury from all liability. Instructors may be required, at any time, to submit a current certificate of insurance naming the City of Salisbury as an additional insured.

Submission Elements

All submissions must clearly describe the scope of recreational/instructional programs. Include details of your approach and plan. Please explain why your approach and plan would be effective and beneficial to the City of Salisbury as a public recreation offering. The following areas shall be presented in detail.

- General Information: Include information about your agency and the program you are proposing. Page 1 of the Proposal form asks which type of “program operation” you are requesting. These are defined as follows:
 - Sponsored: the City of Salisbury will handle most of the expenses and pay most/all materials and instructor costs.
 - Co-sponsored: the City of Salisbury and the applying individual/agency will share the income and expense for the program.
 - Independently Operated: The applying individual/agency will handle the majority of the operations, income, and expense for the program with a small amount of oversight (or support) from the City of Salisbury.
- Operation: Applicant shall complete all lines (or appropriate check boxes), including program type, gender and age group(s) targeted, seasons/dates proposed, program hours, and space requested (include specific facility if known), equipment provided/needed. Be sure to describe who will staff the program, as well as who will pay staffing costs. On pages 2-3, please give a detailed description of the program, its goals and benefits and how you will ensure it is accessible and inclusive. Also describe your marketing plan and who is responsible for each item.
- Budget: The proposal must include a detailed budget of all costs associated with the recreational/instructional program (including any facility rental fees that you are requesting that the City of Salisbury to waive, these fees can be found on the Parks and Recreation website at www.salisburync.gov/pkrec) and any proposed fee(s), that will be charged to participants. Please provide detailed information regarding who will be responsible for the expenses. **Use Budget Proposal provided to complete this section.**
- Coordinating staff and agency representatives: Be sure to list contact information for all

staff and agency representatives.

- **Qualifications and References:** Applicant must present evidence that they are fully qualified and have substantial experience in the field and in the instruction and/or conduction of the program. Attach copies of certifications, licenses and etc. Letters of recommendations and/or references should also be included with the proposal. Provide a list and description of similar programs satisfactorily performed/completed within the past three (3) years. For each program listed, include the name and telephone numbers of a representative who can verify the information you provide and speak to their satisfaction of your performance.
- **Other Information:** Any additional information to assist City of Salisbury in its evaluation of the proposal.

Approval Criteria

Approval of a Proposal will be based upon consideration of the following:

- Consistency w/ City of Salisbury's Parks and Recreation mission and vision – programs outside of our scope, will not be considered
- **Accessibility** – can any individual regardless of ability, participate in the program.
- **Type and Amount of Sponsorship requested:** Sponsored, Co-Sponsored
Independently Operated
- **Budget Feasibility:** Can the project be completed with available funds? If requesting City sponsorship or co-sponsorship is there enough in City's current budget?
- **Budget Structure:** Are all parts of the requested budget information complete? Is it logical, coherent and detailed?
- **Marketing Plan Feasibility and Structure:** What avenues are being used to advertise the program? Is the plan logical, coherent, and detailed? Are the marketing materials likely to reach the number of people and target population that are specified in the plan? Does the plan meet City requirements?
- **Affordability:** Based on the income characteristics of the target population is the pricing structure comparable to Parks and Recreation's approved fee & charges schedule?
- **Professional qualifications:** How qualified are the staff that are included in the program proposal?
- **Past Experience:** Is there evidence of a high level of experience with past programs? Are there documented past successes?
- **Availability of appropriate facilities?** Could the program function at any facility or does it need a specific location/space?
- **Does the program proposed complement vs. compete with existing programming**
- **Does the program proposal come from a City of Salisbury resident or business**
- **Letters of recommendations and/or references are provided**
- **Interviews or video tapes are provided – if requested.**

Acceptance of Proposals

Proposals will be evaluated by City of Salisbury's Parks and Recreation Department for the value and benefit the proposed recreational/instructional program will bring to the overall park and recreation offering. The City of Salisbury reserves the right to reject any or all Proposals received, or portions thereof. The City of Salisbury is allowed to waive any formalities or overlook irregularities in any Proposal received, and to award in whole or in part to one or more

applicants. The City of Salisbury may take actions it deems to be in the best interests of the City and our citizens. Each applicant will be notified if their proposal(s) has been accepted or denied, and/or whether subsequent negotiations will occur. If the proposal is accepted, the recreational/instructional program will be added to the City of Salisbury's park and recreation program inventory. Acceptance of proposals does not guarantee that the City of Salisbury will offer the recreational/instructional program. Also, the City of Salisbury may discontinue the recreational/instructional program at any time.

Hold Harmless Agreement/Indemnification

In consideration of the receipt of this permit from Salisbury Parks and Recreation, Permittee hereby releases Salisbury Parks and Recreation from all injury and any liability of any kind arising from permittee's use and occupancy of city property and agrees to indemnify and hold harmless Salisbury Parks and Recreation, its, agents, or servants.

In no event shall Salisbury Parks and Recreation be liable for any damage or injury to permittee or any agent or employee of permittee or to any person coming upon the premises in connection with the permittee's use and occupancy of the premises.

Permittee acknowledges that it shall reimburse Salisbury Parks and Recreation for any and all damage to Salisbury Parks and Recreation property, its agents and/or its servants as a result of the use and occupancy of the premises (ordinary wear and tear excepted) by permittee, its agents, or servants, or by any person coming upon the premises during the permittee's use as an invitee or licensee of the permittee.

Permittee agrees that the rights and obligations under the permit and this agreement shall inure to and be binding on its successors and assigns.

This hold harmless agreement must be signed by permittee and received by Salisbury Parks and Recreation before any proposal shall be accepted..

Patent and Copyright Indemnification

Successful applicant agrees to indemnify, defend, save and hold harmless the City of Salisbury, its officers, agents, and employees, from all claims, damages, losses, liabilities and expenses arising out of any alleged infringement of copyrights, patent rights and/or the unauthorized or unlicensed use of any material, property or other work in connection with the performance of the Contract.

Mail/deliver proposals to:

**City of Salisbury Parks and Recreation
132 N Main St, 4th Floor
Salisbury, NC 28144**